



# Improve customer service and create a truly unique retail experience with the affordable MK500 Micro Kiosk



The multi-function MK500 Micro Kiosk helps strengthen customer relationships and improve employee productivity. The latest in self-service technology allows your customers to locate an item, scan an item tag to check price and inventory or scan a loyalty card to check for personalized specials and frequent shopper discounts. Employees can clock in and out for breaks and meals right on the sales floor as well as page supervisors and product specialists, view task lists, check their schedule and more.

## The search for a service differentiator

In today's hyper-competitive retail environment, brick and mortar retailers can no longer compete on price alone. Online shopping enables shoppers to easily search for the lowest price on a specific item from mass merchandisers and specialty merchants from all over the world. To find success in this new global market, retailers must differentiate themselves from other stores, build better customer relationships and deliver a new level of service excellence that keeps shoppers returning, and even sharing their positive experience with family and friends. A truly unique retail experience melds the latest technology and personal service — where the online and in-store experiences are no longer exclusive elements. Integrating your web and brick and mortar stores gives your customers greater convenience and shopping options, while providing you with more ways to reach and engage your customers.

## MK500 Micro Kiosk: Affordable self-service for a superior customer experience

The latest innovation in self-service technology, the MK500 Micro Kiosk from Motorola enables retailers to put convenient and personalized service right at the fingertips of customers. Cost-effective and compact, these mini kiosks can be blanketed throughout the store — putting the power of self-service in every aisle or department. Whether customers need to check pricing and availability or look up the balance on a gift card or loyalty membership, the answers they need are available in seconds, regardless of where in the store they may be — no need to locate an associate and wait for an answer. In addition, the MK500 can do much more than enable information look-up — retailers can easily build on the MK500 to offer more sophisticated and valuable services that integrate multiple touch points such as direct mail and the Internet — enabling shoppers to print coupons or utilize a no-hassle, no-wait option for picking up an Internet order.

## KEY BENEFITS

Sets the bar for self-service excellence, allowing customers to perform a variety of tasks from virtually anywhere on the sales floor

Increases customer satisfaction, customer retention rates — and sales

Provides powerful opportunities for fun and effective direct mail and web promotions

Delivers rapid return on investment (ROI) — the same tool can be used by associates and customers alike

Lowers the cost and complexity of in-store technology deployments with an industry-standard platform and support for Motorola's Mobility Services Platform (MSP)

# Features of the MK500 from Motorola



Photo is actual size.

**Choice of 1D laser or 2D advanced imager engine**

Motorola's laser engine delivers aggressive performance and accurate capture of even damaged and poor quality 1D bar codes; Motorola's advanced imaging engine provides aggressive scanning performance on 1D, 2D and PDF bar codes

**Microsoft® Windows® CE.NET 5.0**

Standard operating system reduces application development time and enable easy integration into your existing technology environment

**Compact 5.6 in. x 5.1 in/ 14.2 cm x 12.8 cm form factor with slim 1.7in./4.2 cm profile**

Enables easy deployment virtually anywhere and everywhere in your store

**XScale™ 520 MHz processor; 64MB Flash/64MB RAM and a Micro SD slot**

Provides support for the most demanding applications

**Integrated support for IE 6.0; Symbol PocketBrowser; Visual Studio .Net 2005; SMDK for C, .NET and Java**

Enables rapid and cost-effective development of sophisticated applications

**Compatible with Motorola's MSP**

Remotely stage, provision, monitor and troubleshoot from a single centralized location, simplifying and reducing the cost of deployment and day-to-day management

**IEEE 802.11a/b/g and Power-over-Ethernet**

Provides easy connection to either your wireless or wired LAN

**3.5 in. color QVGA touch screen plus 3 programmable buttons**

Supports easy-to-use highly intuitive applications

**Compliant with standard VESA mounting**

Enables easy installation on shelves, walls and other store locations

**Multimedia support with stereo speakers**


Provides high quality audio and video to support highly visual advanced applications

**Easy to attach and change signage**

Increases visibility and helps promote usage

**Mini USB**

Easily extend your solution to include printers, magnetic stripe readers and more



With a carefully designed non-intrusive form factor and standard VESA mounting, the MK500 fits almost anywhere in your retail environment, including aisle end caps, shelves, poles and walls. Support for wireless 802.11a/b/g connectivity, as well as Power over Ethernet (PoE), eliminates the need to run unsightly cables or install costly power outlets for each unit. Built on an industry-standard platform with Microsoft® Windows® CE.NET 5.0 and Internet Explorer 6.0, Symbol Pocket Browser, Visual Studio .Net 2005 and SMDK for C, .NET and Java, the MK500 easily integrates into existing technology architectures and reduces the development time and costs of sophisticated applications. And USB connectivity enables retailers to easily build on the solution with third-party peripherals — such as printers, magnetic stripe readers, and keyboards.

Motorola's signature patented scanning technology ensures first-time scanning success, no matter what type of bar codes are scanned. With comprehensive bar code symbology support, the MK500 allows customers to scan 1D, 2D and PDF417 bar codes — enabling a range of scanning applications from bar codes on product tags and coupons, to loyalty cards and more. Omni-directional scanning eliminates the frustration of having to accurately position the bar code for a successful scan. The kiosk's bright 3.5 inch color QVGA touch screen and three programmable buttons enable the delivery of an intuitive experience that is fun and easy to use for customers of all ages and technology expertise. And while the MK500 is built for customer use, it can double as a productivity-enhancing associate tool — enabling your staff to instantly check product availability at another location or answer questions for customers who may not be comfortable using the new technology.

### Enhance the in-store experience with self-service functionality in every aisle

With the power of self-service in every aisle, customers enjoy convenient access to a wide range of information — from product pricing and location to the ability to print out value-added information like complementary recipes and product specifications. For example, a customer can scan the tag on a sweater to confirm current pricing with any applicable frequent-customer discounts. Shoppers can also browse your online store and check inventory for a specific product. If the item is out-of-stock, the MK500 can search availability at nearby

stores and even reserve the item for the customer at their location of choice. And since customers can answer these questions on their own, your store associates have more time to attend to other business-critical tasks as well as provide more personalized attention to more complex customer needs.

The MK500 also allows your customers to easily request a product that is kept in the back room due to size or price, such as a large TV or expensive software. By utilizing the MK500 to scan the bar code on an item tag or select the item from a list, shoppers can determine if the product is in stock. The press of another button can instantly notify an associate to deliver the item to the kiosk location. This rapid and convenient service enables you to keep large or high-value items off the sales floor, while minimizing the chance of a lost sale due to slow response or the inability to find an available associate.

With answers at their fingertips, shoppers do not need to track down a sales associate for help with basic questions. Yet, in the event your customers do need personalized assistance, the press of a button on the MK500 instantly pages an associate — either via a text message to a mobile device that supports data or as a text-to-speech message to a voice-only device. In near real-time, associates are notified of the exact kiosk location where assistance is required — as well as the customer's name if a loyalty card was utilized — allowing a prompt and personalized response.

### Increase shopping options and convenience with speedy in-store pickup

The MK500 gives your shoppers even greater convenience and a new way to shop with in-store pickup. For online orders, customers can choose to pick up the item at the local store rather than waiting for standard shipping or paying shipping fees. When customers enter the store for pickup, there's no need to wait in the check-out line. Instead, customers can approach any MK500 and either enter the order number or simply swipe a loyalty card to instantly access the order record. After pressing one of the programmable buttons or a virtual button on the touch screen to confirm that the correct order is displayed, the MK500 sends a customer pickup notification to sales associates, complete with the customer name and kiosk location. The associate can then retrieve and deliver the order to the right



When the MK500 is installed throughout your retail environment, you enjoy a real service differentiator. Customer assistance is never more than a few steps away. Customers can scan the bar code on loyalty cards to check frequent shopper discounts and personalized specials — as well as item tags to check pricing and inventory. Increase shopping options by blending the on-line and in-store shopping experience. Customers can order on-line, swipe a loyalty card at an MK500 upon arrival in the store to enable an associate to retrieve and deliver purchases promptly. And fun contest-style marketing campaigns can help drive customers into the store to scan the bar code on direct mailers to see if they have won a prize.

kiosk — providing the ‘get in and get out’ experience that today’s busy shoppers want. And with special order pickup, there is no risk of a customer arriving at your store only to find the specific item they want is out of stock — a situation which results in a lost sale, frustration, and potentially, a lost customer.

### Drive increased store traffic with creative and exciting mail campaigns

The MK500 enables retailers to engage and excite their customer base. For example, traditional direct mail campaigns can be transformed into a fun experience with ‘contest style’ teasers where customers bring their mailer into the store to find out what they’ve won — whether it’s a new TV, a buy-one-get-one-free offer or 20 percent off any item of their choice. Customers will be eager to arrive at the store to retrieve their prize; and once at the store, the MK500 delivers a convenient, hassle-free experience that won’t disappoint your shoppers. Shoppers can instantly locate their prize or special offer by simply scanning the bar code on the mailer on any MK500 in your store. The MK500 can be paired with a mobile printer to enable customers to print out the coupon on the spot to expedite check-out. And retailers can easily customize signage to promote the mailing — ensuring that customers know exactly where they can check their prize the moment they walk in the store.

### Convenient loyalty club information at your customer’s fingertips

The price point of the MK500 is designed to allow retailers to cost-effectively distribute these Micro Kiosks throughout the retail environment, increasing the number of touch points throughout the shopping process for a more personal in-store experience. With the MK500, shoppers can view loyalty points balance as well as targeted one-to-one messages and special offers from anywhere in the store — not just at the register upon check-out. Shoppers can choose to print out their coupons on the spot. By extending high-value coupons and special offers right in the aisle, retailers are better able to capitalize on in-store purchasing decisions, while giving shoppers useful savings on regularly purchased products and personalized suggestions based on favorite brands or complementary items.

### Improve associate productivity with a wide variety of staff-facing applications

The same tool customers use for checking prices and printing coupons also doubles as a productivity-enhancing associate tool. Scanning a bar code on an employee badge — and entering a pin code for added security — provides access to a variety of information right on the sales floor. With access to a full

department and staff directory, associates can simply press a button to instantly page a product expert, an entire department or store manager. With this direct communication link, customers are never left waiting long for help with even the most complex questions, and associates save time since there is no need to physically walk the store to find the proper associate. And if associates carry an integrated voice and data device, that page can be sent in the form of a push-to-talk walkie talkie style call or even a text message, enabling retailers to improve the retail environment by eliminating annoying overhead pages.

In addition, the MK500 provides a convenient solution for task management. Managers can create electronic task lists for specific associates or departments. Associates can access their prioritized task list for the day — from marking down last week's seasonal items to updating the weekly promotional display. Once complete, the associate simply returns to any kiosk in the store to mark the task as done — giving management the near real-time visibility into task status required to improve staff utilization. Finally, associates can also use the MK500 to view or print their weekly schedule, as well as clock in and out for the day, lunch and breaks, eliminating the need to travel to the backroom to clock in and out on a traditional time clock.

### Convenient lottery ticket scanning

In convenience stores and other lottery retail shops, the MK500 can serve as a self-service lottery terminal that allows customers to check their own tickets. Within seconds, customers can validate and check any of their recent or past lottery tickets for winners — without having to wait for a store clerk for assistance.

### Ease of management delivers a low total cost of ownership

Support for Motorola's Mobility Services Platform (MSP) dramatically simplifies and reduces the costs associated with deployment and day-to-day management. With MSP, your IT staff can easily and remotely provision and support all MK500 kiosks in one or more stores — including the installation of the right set of applications and security configurations — all from a central web-based console. The ability to remotely access a wide variety of kiosk

metrics enables rapid troubleshooting of problems, no matter where the units are installed. The resulting outstanding uptime ensures a trouble-free experience for your customers every time they turn to this next generation shopping technology.

### Achieve stronger competitive positioning through the latest in self-service technology

The highly versatile MK500 provides retailers of all sizes with a unique advantage. The small and affordable units take self-service to a new level — ensuring that whether shoppers want to help themselves or call for help, the assistance and information they need is never more than a few steps away. Representing the latest in self-service technology, the MK500 integrates multiple customer touch points — in-store, web, and direct mail — into a cohesive and fun experience, creating new ways to increase your customer base and drive traffic to your website and store. Since the fully-featured device supports 1D, 2D and PDF417, there is virtually no need to upgrade the technology for tomorrow's applications, providing the future proofing you need to protect your investment. With its powerful and flexible platform, the MK500 delivers added value by doubling as an associate productivity tool. And the combination of improved customer service, increased sales and higher productivity levels for your store associates ultimately leads to increased profitability — and a stronger competitive edge in today's tough retail environment.

### Protect your investment with Enterprise Mobility Services

Even the most reliable products need a maintenance plan and a support strategy. That's why Motorola covers every aspect of the MK500 — to help ensure customers derive full value from their investment in our technology. Our flexible programs deliver priority telephone support and rapid turnaround times for products in need of repair, helping to protect product uptime while delivering service peace of mind.

### For more information

For more information on the MK500 Micro Kiosk, access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus) or visit [www.motorola.com/mk500](http://www.motorola.com/mk500)



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